



SMA Solar UK – Press Release

FOR IMMEDIATE RELEASE

SMA Solar UK's award winning UK consumer portal "Life Shines Brighter" now also includes SMA ADVANCE Installer network

Milton Keynes, July 3, 2014 - In conjunction with the nationwide event Solar Independence day on the 4th of July, SMA Solar UK, a subsidiary of SMA Solar Technology AG, the global market leader for solar inverters, is pleased to announce the new SMA Advance Installer area in its award winning UK end user portal www.lifeshinesbrighter.com. SMA Solar UK's consumer portal will now feature an SMA ADVANCE Installer area with a post code search engine, where consumers can choose an SMA approved installer, safe in the knowledge that they have the competency, training and installation skills required to install SMA inverters.

With house-holder perception of PV ever changing, the award winning portal has been refreshed and reinvigorated to provide more information to the consumer. With consumers now more aware of PV and the benefits it can bring, SMA has developed a series of easy to understand videos that explain PV systems and inverters in less than two minutes. Using a series of resources and tools, the overall aim remains to raise public awareness of the importance of solar PV technology and the role of quality and reliability when choosing an inverter and PV system.

Following a series of research initiatives, when it comes to solar energy, most householders focus their attention on choosing the panels, however, it is the quality and efficiency of the inverter that determines how much energy is produced. So whether householders are looking to mitigate the impact of climate change or reduce the cost of their energy bills, choosing the right inverter is crucial if they want a reliable high performing system. That is why SMA Solar UK created Life Shines Brighter – a simple concept built on the premise that, with more electricity to use and sell, householders can enjoy the things in life that really matter. The new videos explain how systems do not need to be technical, but allow the consumer the benefits of a highly reliable system, with the monitoring that can also help them achieve behavioural change, making the consumer their own energy manager. With additional integrated battery storage inverters arriving later this year to the UK, the consumer is able to take the additional benefit of storage on board. With the additional SMA Sunny Home Manager, controllable household appliances such as washing machines can be activated automatically, further enhancing their energy independence from the grid and while increasing their self-consumption.

Additional to the portal is the SMA ADVANCE Installer area with a post code search engine, where consumers can choose an SMA ADVANCE approved installer, safe in the knowledge that they have the competency, training and



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installation skills required to install SMA inverters, following a dedicated training course and evaluation, knowledge and skills course.

Jan Van Laethem, Managing Director, SMA Solar UK said “With the addition of SMA ADVANCE Installer network search function to our Life Shines Brighter website, we are able to provide further peace of mind to the consumer that the systems they choose will be reliable and quality installations, with installers having received SMA training and suitable accreditation. Our decision to launch on the 4th of July, so as to coincide with several members of the Solar Trade Association opening up their solar farms to visitors from local homes, schools and businesses, aligns effectively with SMA Solar UK’s efforts to educate and communicate the benefits of Solar PV benefits to consumers and householders in the UK.”

About SMA

The SMA Group generated sales of €932.5 million in 2013 and is the global market leader for solar inverters, a key component of all PV plants. SMA offers innovative key technologies for future power supply structures. It is headquartered in Niestetal, near Kassel, Germany, and is represented in 21 countries. The Group employs more than 5,000 people worldwide. SMA’s broad product portfolio includes a compatible inverter for every type of module on the market and for all plant sizes. The product range includes both inverters for grid-connected photovoltaic plants as well as off-grid and hybrid system technology. The product portfolio is supplemented by comprehensive services and operational management of utility-scale pv-plants. Since 2008, the Group’s parent company, SMA Solar Technology AG, has been listed on the Prime Standard of the Frankfurt Stock Exchange (S92) and also in the TecDAX index.

www.SMA-UK.com

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